

CDC/AMA/Ad Council
**Prediabetes Awareness Resources for
Local Media: Print, Radio, TV, and Digital**

**84 MILLION AMERICANS
HAVE PREDIABETES.
PREDIABETES CAN BE REVERSED.
KNOW WHERE YOU STAND.**

The Centers for Disease Control and Prevention (CDC), American Medical Association (AMA), and Ad Council partnered to develop resources for media outlets to use in educating their audiences about prediabetes. Many of the digital files are available in both English and Spanish.

If your Lions or Lioness Club has a relationship with a local media outlet such as TV, radio, newspaper, or magazine, please share this fact sheet with your contact(s).

What's all the "buzz" about prediabetes? When a person has prediabetes, blood glucose (sugar) levels are higher than normal, but not high enough to be considered type 2 diabetes.

About one third of Wisconsin adults over the age of 18 have prediabetes – that's 1.5 million Wisconsin adults – yet nearly 90% do not know it.

Research shows that prediabetes can often be reversed through modest lifestyle changes such as healthy eating, increased activity, and weight loss. Without lifestyle change, prediabetes can lead to type 2 diabetes within five years. When a person has type 2 diabetes, their body cannot properly take sugar in the foods they eat and turn it into fuel their bodies need to function. Type 2 diabetes can lead to serious health issues such as heart attack, stroke, blindness, kidney failure, and loss of toes, feet, or legs.

Help increase consumer awareness of prediabetes. To access prediabetes media campaign materials, go to the Ad Council's PSA Central:

https://www.psacentral.org/campaign/Type_2_Diabetes_Prevention.

Media outlets interested in using the content will need to create an account, but there is no charge.

AVAILABLE CONTENT:

- PRINT:**
- 84 Million...Fact Check (B/W, 11.5x21, 7x10, English)
 - 84 Million...Fact Check (B/W, 11.5x21, Spanish)
 - 84 Million...Fact Check (4c, 7x10, Spanish)
 - 84 Million...Formal Attire (4c, 7x10, English)
 - 84 Million...Dating What's His Name (4c, 7x10, English)
 - 84 Million...Spice Up That Casserole (4c, 7x10, English)
 - Excuses (B/W, 11.5x21, English)
- RADIO:**
- :30 Prediabetes Test (English and Spanish)
 - :60 Prediabetes Test (English and Spanish)
 - Julius Randle Reverse (:60 English)
- DIGITAL:**
- Prediabetes Test (MP3 file, English and Spanish)
 - 84 Million Americans (JPEG URL Banner, English)
 - Do I Have Prediabetes (HTML5 file, 4 sizes in English)
 - Podria Tener Prediabetes (HTML5 file, 4 sizes in Spanish)
- TELEVISION:**
- Prediabetes Test :10, :15, :60 (4 file types, English and Spanish)
 - Busy Mom :30 (5 file types, English)
 - Mama Ocupada :30 (4 file types, Spanish)
 - Bacon Lovers :30 (5 file types, English)
 - Risk Test Puppies :10, :15, :60 (5 file types, English)
 - Risk Test Hedge Hogs:15, :60 (5 file types, English)
 - Risk Test Baby Goats :60 (5 file types, English)